

Best Practice

Title of the Practice

Student Management Clubs

Objectives of the Practice

By implementing the above practice, the Institute aims to achieve the following objectives :

1. Foster a culture of collaborative learning and interdisciplinary skill development.
2. Provide practical exposure to industry-relevant skills through integrated club activities.
3. Enhance leadership, teamwork and problem-solving capabilities among students.
4. Prepare students for real-world challenges by bridging the gap between management and technology.
5. Encourage peer-to-peer knowledge sharing and experiential learning.

The Context

In the rapidly evolving business and technological landscape, it is crucial for students to possess both managerial acumen and technical expertise. The challenge was to create a platform where MBA students, focused on business management and MCA students, concentrated on technical skills, could interact and learn from each other. The institution recognized the need for an integrated approach that would bridge the gap between management and technology, providing students with a comprehensive skill set. Additionally, the institution faced the challenge of aligning this practice with academic schedules and ensuring active participation from both management and technical students.

The Practice

The institution implemented the best practice by establishing an integrated framework for management clubs. These clubs include the HR Club, Marketing Club, Finance Club, Operations and Supply Chain Management Club, Business Analytics Club, Coding Club, and Testing Club. Each club is designed to cater to specific interests and skills while promoting interdisciplinary collaboration.

Finance Club Activities:

1. Business Plan Competition- Aaikyam

Business plan competition- Aaikyam was held to give nascent entrepreneurs to showcase their business ideas. It provided a meaningful learning experience to students who are interested in pursuing an entrepreneurial opportunity at some point in their careers.

2. Workshop on Personal Financial Planning

Personal financial planning is a dynamic decision-making process, which requires large amount of analytical judgment about the securities markets and the individual for whom the finances are being managed. This workshop aimed to provide a deeper understanding of the key principles and strategies that govern this intricate field. The workshop was beneficial not only to students aspiring to enter the finance industry but also to someone looking to make informed investment decisions.

3. Pre-Budget Financial Year 2024-25:

With the view that MBA students need to know the Fundamentals of Budget apart from traditional financial terms, a Pre-Budget session was conducted. This session gave the students an insight into the long-term financial plans of the government.

Marketing Club Activities:

1. Brand Craft Challenge Competition

A brand identity competition was hosted by the marketing club which provided the students an opportunity to apply theoretical knowledge into practical use by creating videos showcasing their brand identities. This served as a platform for students to demonstrate their creativity and understanding of market concepts learned in class.

2. Case Study Competition

This was an intra-institute activity merging classroom teaching with practical application in Marketing Management. This competition also provided a platform to showcase analytical and presentation skills.

3. Felicitation of Volunteers

The Felicitation of Volunteers event recognized and celebrated the dedication and hard work of the students, fostering a sense of accomplishment and motivation among the students. The event also strengthened the college community by highlighting the importance of volunteerism and encouraging future involvement in college activities.

4. Role Play Competition

The role-play activity on telephonic interviews, personal interviews, and focus groups enhanced students' practical communication skills and interview techniques, preparing them for real-world scenarios. It also encouraged critical thinking and collaboration, fostering confidence and teamwork among participants.

HR Club Activities:

1. #Wisdom Exchange

This activity facilitated an interaction between alumni holding prominent positions in various companies and MBA students. The students actively participated, asking queries and exchanging ideas with the esteemed guests. This initiative played a crucial role in keeping students active, encouraged and confident, while also providing valuable insights and networking opportunities for their future endeavors.

OSCM Club Activities:

1. Industrial Visit to Praj

An industry visit to Praj Industries provided students with valuable insights into the manufacturing processes of distillery vessels, deepened their understanding of the importance of safety measures on the shop floor, and enhanced their knowledge of sustainable solutions in bioenergy and industrial processes. Additionally, direct interaction with industry experts allowed students to clarify their queries and connect theoretical concepts with real-world applications.

2. Industrial Visit to Kalyani Transmissions

An industry visit to Kalyani Transmission Technology provided students with valuable insights into the processes of forging, dying, and tool manufacturing, deepened their understanding of the safety measures implemented on the shop floor, and enhanced their knowledge of transmission components manufacturing. Additionally, direct interaction with industry experts allowed students to clarify their queries and connect theoretical concepts with real-world applications.

BA Club Activities:

1. E Newsletter

Under this activity students were encouraged to procure articles related to Business Analytics and comment their views on the current technological changes. These articles were then compiled and published.

2. Tableau Workshop

The Tableau workshop aimed to equip the students with in-depth knowledge and practical skills in using Tableau for data analysis and visualization. The hands-on exercises provided students with a solid foundation in navigating Tableau and creating

basic visualization.

Coding Club Activities:

1. Navonmesh Competition

This state level project competition gave the students an opportunity to showcase their talent, creativity, technical prowess on a state wide platform.

2. Code Nest 02

Code Nest 02 was a programming competition on the HackerRank platform. This event aimed to enhance the students coding proficiency, algorithmic thinking and problem solving skills in a competitive environment.

Evidence of Success

Following are some noteworthy achievements:

Finance Club

Students participated in the intercollege 'Shark Tank' event hosted by Sinhgad college:

- 1) Rucha Purandare
- 2) Vaishnavi Panchariya
- 3) Rohit Utpat

Marketing Club

- Students participated in the intercollege 'Brand Maniac' and event hosted by Sinhgad college:

- 1) Ambika Edake
- 2) Madhav Deshpande
- 3) Praniti Bhavalkar
- 4) Prathamesh Kulkarni

Amika Edake and Madhav Deshpande secured the 2nd rank.

- Students participated in the intercollege 'Paint D Pack' event where they designed packaging of products:

- 1) Shantanu Mane
- 2) Asawari Chaudhari

- Students participated in the intercollege 'National Level Best Marketing Manager Competition 2024' event hosted by MET Institute of Management:

- 1) Bhavana Vipat
- 2) Mayur Purohit

Mayur Purohit secured 3rd position in the competition.

- Students participated in the intercollege 'Mad Ads' event hosted by Sinhgad college:

- 1) Harsh Damodare
- 2) Akhil Singh
- 3) Samruddhi Patankar
- 4) Maithili Nikam
- 5) Gayatridevi Dombe

Gayatridevi Dombe secured 2nd position in the competition.

HR Club

Students participated in the intercollege 'HR Quiz' event hosted by Sinhgad college:

- 1) Rashi Shankhpale
- 2) Sai Walzade
- 3) Shweta Bhosale
- 4) Sanskruti Manjrekar

BA Club

Students participated in the intercollege 'Suna' event hosted by Sinhgad college:

- 1) Surabhi Lele
- 2) Kushal Wani
- 3) Tanmay Suryawanshi
- 4) Atharva Punde

Tanmay Suryawanshi and Kushal Wani secured 2nd position in the competition.

Coding Club

Students participated in the intercollege 'Code Battle' event hosted by Sinhgad college:

- 1) Ankita Patil
- 2) Rushikesh Aware
- 3) Tejas Rakhunde

4) Diksha Chaurasia

IMCC students won the Sinhgad Karandak Trophy.

Problems Encountered

Constraints faced included scheduling conflicts due to academic workload and initial resistance from students who were accustomed to working within their specific domains. However, these were mitigated through careful planning and by highlighting the long-term benefits of interdisciplinary learning.



Mayur Purohit won 3rd prize in 'National Level Best Marketing Manager Competition 2024' hosted by MET Institute of Management, Mumbai.



IMCC won Sinhgad Karandak 2024



Tanmay Suryawanshi and Kushal Wani secured 2nd position in intercollege 'Suna' competition hosted by Sinhgad college.